



# Health Care Update

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July 18, 2022



## Status Updates

- Financials (RR)
- Partnership (Bernie)
- Communications (Betsy)
  - Survey/Focus groups update
- MAPD Implementation – timeline/planning (RR)



## FY 2021-2022 Year End Health Account Balances

### Budget Review FY22 Year End

| Active Employee Healthcare Appropriation |                 |
|--|-----------------|
| <i>Projected Appropriation Balance</i>   | \$ 8,232,405.32 |

| Active Employee Healthcare FAD Accounts |                  |
|---|------------------|
| <i>Projected Active Health FAD</i>      | \$ 61,823,938.55 |
| <i>Projected Active Rx FAD</i>          | \$ 23,472,232.32 |
| <i>Combined FAD Balances:</i>           | \$ 85,296,170.87 |

| Retired Employee Healthcare Appropriation |                 |
|---|-----------------|
| <i>Projected Appropriation Balance</i>    | \$ 2,460,662.59 |

| Retired Employee Healthcare OPEB FAD Accounts |                   |
|---|-------------------|
| <i>Projected Retiree Health</i>               | \$ 146,435,792.59 |
| <i>Projected Retiree Rx</i>                   | \$ 44,729,284.90  |
| <i>Combined FAD Balances:</i>                 | \$ 191,165,077.49 |



## **Partnership 2.0**

As of 7/1/22 we have 163 groups enrolled totaling over 26,000 employees and almost 64,000 members.

As of 7/1/22, we had 121 groups who have completed their 3-year contract commitment under Partnership and had the option of leaving the plan without an early termination penalty. Only two groups have decided to leave on 7/1/22.

We also have 1 group joining on 9/1/22.

## **Partnership 1.0**

As of 7/1/22 we still have 5 groups remaining totaling approximately 2,400 employees and just under 3,400 members.

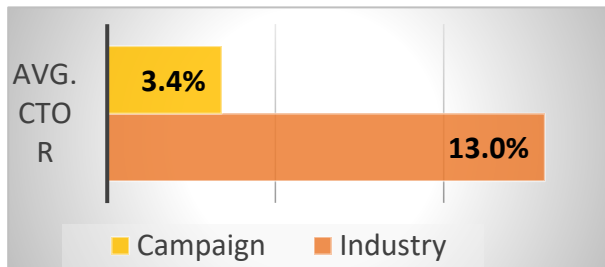
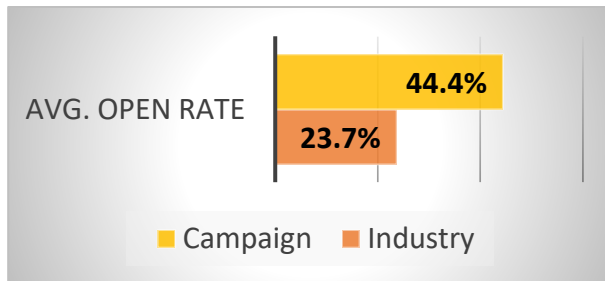


# Communications Update

Presented by Betsy Nosal



# HEP Monthly Seminars All-User Email Impact



Open Rate= Unique Opens / Deliveries.  
CTOR = Unique Clicks / Unique Opens.

| Email Topic                                     | Date Sent | Recipient Group                    | Total Bounced | Successful Deliveries | Total Opens | Open Rate | CTOR (Click Through Open Rate) |
|---|-----------|------------------------------------|---------------|-----------------------|-------------|-----------|--------------------------------|
| HEP Monthly Seminars                            | 06/27/22  | State emails*                      | 775           | 28,179                | 25,391      | 17.5%     | 7.2%                           |
|   | 6/29/22   | Partnership email                  | 638           | 23,366                | 18,277      | 51.1%     | 1.6%                           |
| Chronic Disease Education and well-being topics | 7/7/22    | State personal email (HEP members) | 39            | 22,473                | 19,363      | 64.7%     | 1.4%                           |

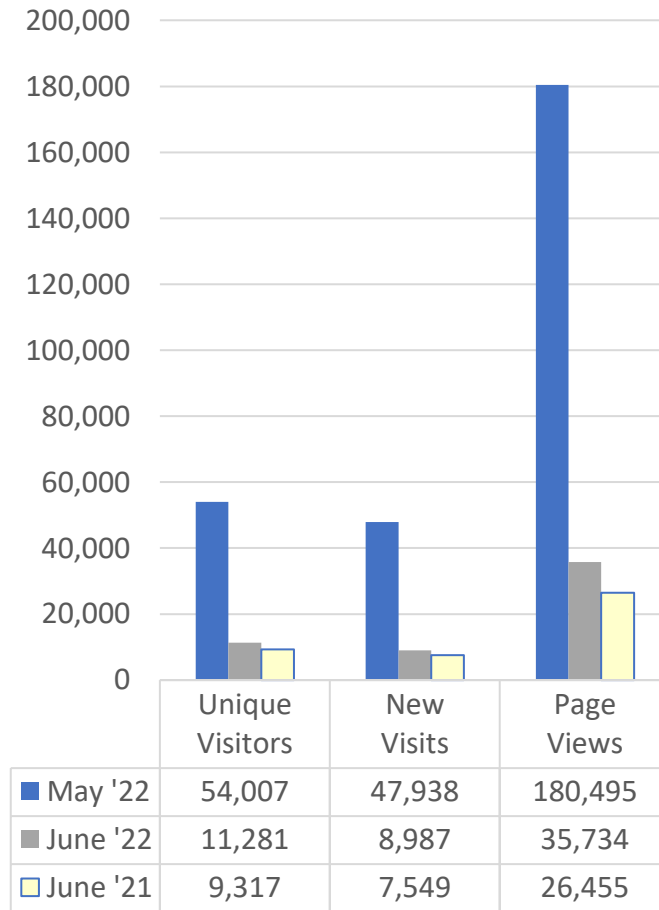
\*Email also sent to agency benefit contacts, Judicial and Higher Ed, Union Reps as follow-up.

# Care Compass Website Activity & Google Ads

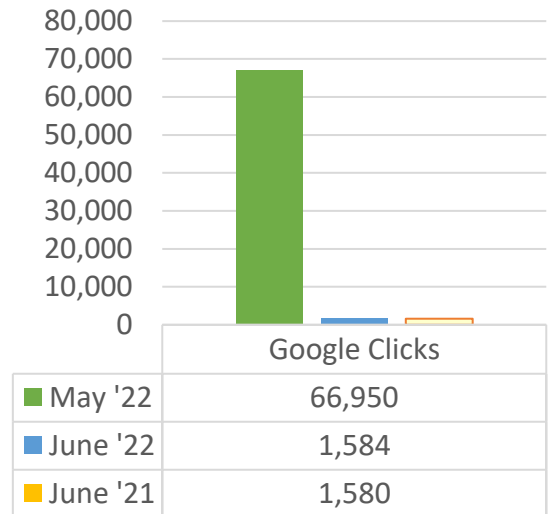
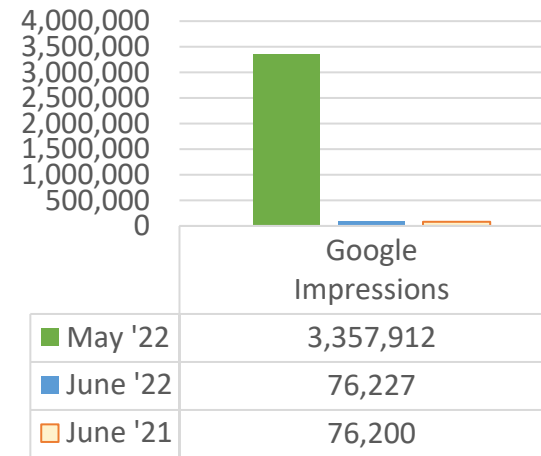


**Average Session Duration (seconds)**

May '22 = 3:13  
June '22 = 2.07  
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May '21 = 1:50  
June '21 = 1:47

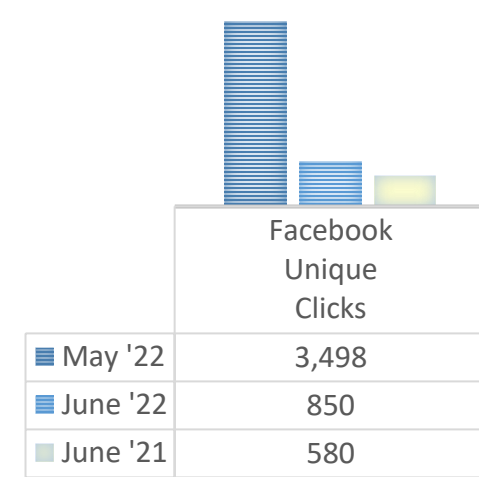
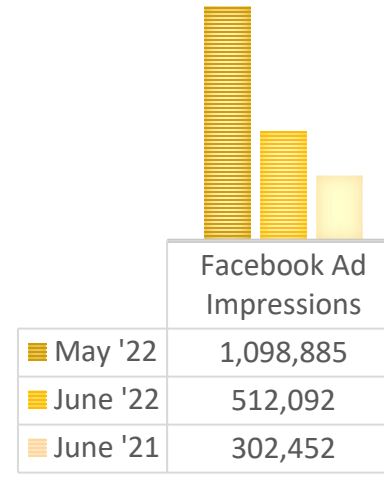
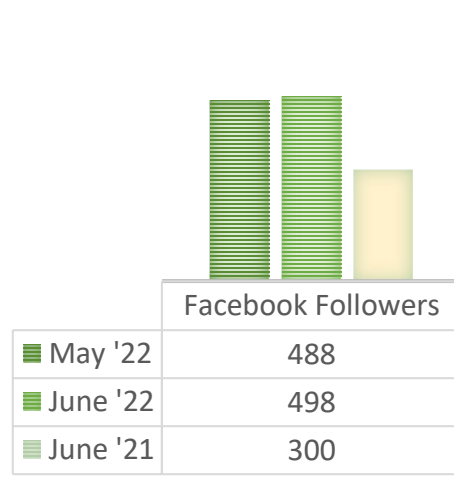
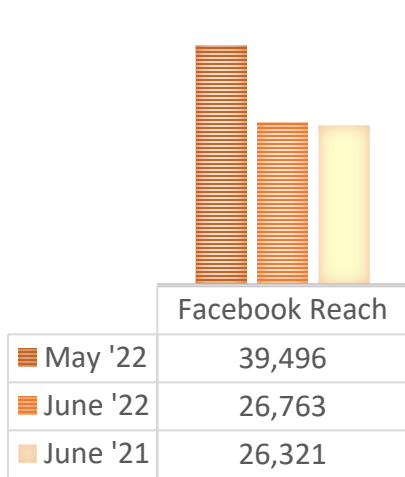


## Google Ads





# Facebook Posts and Ads



**Healthcare Benefits:** Retiree State Medicare Advantage Plan-change announcement; Care Compass, Diabetes and Orthopedics page  
**Education:** Men’s Health Month; Migraine Health Month  
**Special Event Ads:** none

**Facebook reach** is the number of unique people who see our content. It’s a measurement of our brand’s effective audience. Not every follower will see every single post.

**Facebook followers** are people who have opted-in to “follow” our page, meaning that they will receive our updates in their timeline. The most common way to get followers is when people ‘like’ our page.

**Facebook impressions** are defined as the number of times our ad was viewed on a user’s Facebook timeline. This is an important metric to track because it tells if our ads are compelling.

**Unique clicks** are the total number of subscribers that have clicked on any link in a campaign. It does not count how many times each subscriber has clicked on a link. Even if a subscriber clicks on the link twice, it will be counted only once.





- Care Compass Chat Bot
- Employee Survey
- Focus Groups
  - HR/Benefit contacts
  - Employee populations

## Need help?

Click "Let's Start," then select the benefits topic to find your answers.

This is a tool—not a real person! For personalized help, speak with a Health Navigator at 866.611.8005 or email [answers@HealthAdvocate.com](mailto:answers@HealthAdvocate.com).

Let's Start



Welcome to Care Compass  
STATE OF CONNECTICUT BENEFIT INFORMATION

## Choose a category:

- Medical
- Prescription Drug
- Dental
- Health Enhancement Program

## Medical

What would you like to learn more about?

Scroll for all options

- Benefits, Coverage and Costs
- Coverage Election Options
- Providers of Distinction

STATE OF CONNECTICUT EMPLOYEES

Please take our **BENEFITS SURVEY**  
[carecompass.ct.gov/survey](http://carecompass.ct.gov/survey)

Feedback from you and other state workers has led to some important changes such as:

- Self-service benefits changes, without needing forms
- New, easy-to-understand medical plan names
- Tools to help you compare your options
- Increased communications about your benefits

Please take our **BENEFITS SURVEY**  
It takes just 5 minutes

Help improve benefits communications and resources and ensure that you, your colleagues and their families are getting the most out of their coverage.

- \* What's working?
- \* What needs to be improved?
- \* How we can help make your benefits more understandable, accessible and meaningful?

Your input makes a big difference! Take the survey at:  
[carecompass.ct.gov/survey](http://carecompass.ct.gov/survey)



Thank you.

# MAPD – Aetna Implementation

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**All Medicare eligible retiree health enrollees will transition to Aetna Medicare Advantage effective January 1, 2023**

- Implementation meetings are currently underway
  - Aligning benefit plan, eligibility and enrollment, and communication mechanisms
- Complete analysis is underway of utilizing providers, benefits, and prescriptions to alleviate and/or eliminate member disruption
- State dedicated website and call center will be live late Summer
- Provider Education materials will be distributed late Summer
- Member Education meetings will be held in person and virtually throughout the month of October
- Enrollment materials will be sent to members in December
- Medicare premium reimbursement processing will transition to Aetna as part of this implementation

# MAPD – Aetna Implementation

## Key focus Areas

- Audiology network
- Targeting zero disruption provider network
- Establishing a maintenance drug network
- Zero disruption pharmacy copay and coverage
- Transferring existing UM approvals
- SNF denials
- Reviewing areas in which MA plan design does not match commercial (HEP chronic disease visits, Generic tiering, etc.)
- Documenting all adjustments for review for Labor and Management

| Activity   | Responsibility                                | Date             |
|--|---|------------------|
| <b>Notice of business award</b>                            |   | <b>06/1/2022</b> |
| <b>Project strategy and scope</b>                          |   |                  |
| Conduct internal kick-off strategy call and confirm scope  | Aetna implementation manager & strategy teams | 06/13/22         |
| Conduct implementation kick-off with OSC                   | Aetna, OSC                                    | 06/17/22         |
| <b>Customer/vendor relationships</b>                       |   |                  |
| Determine information exchange requirements                | Aetna implementation manager                  | 07/18/22         |
| Share group application and group agreement                | Aetna account team                            | 07/01/22         |
| <b>Member enrollment/communication strategy</b>            |   |                  |
| Outline communications and design strategy                 | Aetna, OSC                                    | 06/24/22         |
| Finalize communication strategy and timetable              | OSC, Aetna account team & marketing           | 07/11/22         |
| Review member communications                               | Aetna, OSC                                    | 06/24/22         |
| Finalize member communications                             | Aetna, OSC                                    | 08/01/22         |
| Review process to verify/obtain mailing address list       | Aetna, OSC                                    | 08/03/22         |
| Announcement letter mailed                                 | OSC with Aetna support                        | 08/22/22         |
| Member informational mailings begin                        | Aetna fulfillment                             | 09/13/22         |
| Aetna-supported retiree education meetings                 | Aetna   | 10/11/22         |
| Enrollment period begins                                   | Aetna   | 11/01/22         |
| Mail Medicare member post-enrollment kits                  | Aetna fulfillment                             | 12/14/22         |
| <b>Eligibility</b>   |   |                  |
| Discuss enrollment requirements/coding/development         | Aetna electronic technical team               | 07/05/22         |
| Enrollment system testing to be completed                  | Aetna electronic technical team               | 10/31/22         |
| Submit production file                                     | OSC   | 11/21/22         |
| Receive enrollment approval from CMS                       | Aetna Medicare enrollment                     | 11/29/22         |
| <b>ID cards</b>  |   |                  |
| Confirm ID card format                                     | OSC, Aetna plan sponsor liaison               | 06/24/22         |
| Confirm Medicare ID cards mailed                           | Aetna enrollment                              | 12/06/22         |
| <b>Plan benefit setup</b>                                  |   |                  |
| Provide approval of benefits                               | OSC   | 08/30/22         |
| Establish data in Aetna system                             | Aetna Medicare client services                | 10/26/22         |
| Pre-Implementation system readiness                        | Aetna Medicare claims                         | 11/09/22         |
| <b>Member Service Center</b>                               |   |                  |
| OSC culture training for Member Services                   | OSC, Aetna Medicare Member Services           | 08/08/22         |
| Member Services readiness assessment                       | Aetna Medicare Member Services                | 08/15/22         |
| Confirm Member Services readiness – go live                | Aetna Medicare Member Services                | 08/19/22         |
| Begin processing post-effective date claims                | Aetna Medicare Member Services                | 01/01/23         |
| <b>Reporting</b>   |   |                  |
| Finalize requirements for customer reporting               | OSC, Aetna account team                       | 07/25/22         |
| <b>Billing</b>   |   |                  |
| Review and mail invoice/bill                               | Aetna billing premium consultant              | 12/09/22         |
| <b>Effective date</b>                                      |   | <b>01/01/23</b>  |
| <b>Implementation signoff</b>                              |   |                  |
| Conduct post-implementation signoff/distribute final tools | Aetna implementation manager                  | 02/03/23         |



**Adjourn**